



**DOCUMENTS
FOR
SOLICITING PROPOSALS**

FOR

**EMPANELMENT OF AGENCIES FOR ORGANIZING IEC AND OTHER
VARIOUS ACTIVITIES AT THE STATE AND DISTRICT LEVEL IN UTTAR
PRADESH**

UNDER SWACHH BHARAT MISSION (*GRAMIN*)

SUPPORTED BY

**DIRECTORATE OF PANCHAYTIRAJ,
GOVERNMENT OF UTTAR PRADESH**

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SECTION - 01

DETAILS OF ASSIGNMENT & SELECTION PROCESS FOR APPLICANTS

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1. Background:

The rural sanitation programme in India was introduced in the year 1954 as a part of the First Five Year Plan of the Government of India. The 1981 Census revealed rural sanitation coverage was only 1%. The International Decade for Drinking water and Sanitation during 1981-90, began giving emphasis on rural sanitation. Government of India introduced the Central Rural Sanitation Programme (CRSP) in 1986 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women. From 1999, a “demand driven” approach under the “Total Sanitation Campaign” (TSC) emphasized more on Information, Education and Communication (IEC), Human Resource Development (HRD), Capacity Development activities to increase awareness among the rural people and generation of demand for sanitary facilities.

The Department of Panchaytiraj, Government of Uttar Pradesh is the nodal department to deal with Swachh Bharat Mission (*Gramin*) activities in the state. For state level IEC/HRD activities fund was provided in this head.

2. Objective of this call:

Panchaytiraj directorate under the aegis of DoPRD-GoUP is committed to eradicate open defecation problems by motivating community to construct toilet and diseases related in the state of Uttar Pradesh. As per the Constitution 73rd Amendment Act, 1992, Sanitation is included in the 11th Schedule. Accordingly, Gram Panchayats have a pivotal role in the implementation of SBM(G). The programme may be implemented by the Panchayati Raj Institutions at all levels.

In the States, 5% of allocation shall be used on IEC/BCC/IPC and all related Communication activities and on Capacity building. This has to be accounted for at the district level, with 3.75% of each district allocation being utilised within the district at the GP/Block and District levels for IEC/BCC/IPC, and 0.25% for State Level activities. Out of each district project, 0.75% is to be used for Capacity Building Activities at the District/Block/GP level for IEC/BCC activities while 0.25% for activities at the State level. The Centre-State sharing for this IEC funding will be in the ratio of 75:25 between GOI and the State Governments.

Improving the access and usage of toilet on a sustainable basis is difficult and complex process especially in rural areas. Some activities are identified to promote stakeholders capable of proper planning, implementation, usage and maintenance toilets at all levels.



In order to enable the community and PRIs to play their rightful role, it is important that their knowledge and information gaps – both thematic and programmatic on various aspects of sanitation are bridged and an enabling environment is created. It is necessary that a multipronged approach is adopted. In this context, to ensure well-planned information, education and communication can play a critical role.

However, the objective of this call is not limited to IEC activities only and based on the qualification and experience of the agencies their services may be hired by Directorate for various other activities such as training, monitoring, partnering with *Gram Panchayts* for developing pilot models and other innovative activities.

3. Scope of work:

To promote the IEC/HRD activities, the selected Agency will work under the overall leadership of Director Panchaytiraj, who is also the Ex. officio/ Executive officer, Department of Panchaytiraj, Government of Uttar Pradesh. The agency is specifically expected to facilitate all or any of the following activities as per need in the districts finally allotted to them, which entails:

1. Voice Sanitation Message on mobile to community.
2. Organise Sanitation Messages by SMS to community.
3. Regular Message on News Paper
4. Advertisement in Local TV Channel
5. Installation of Hoardings at important places.
6. Installation of Tin Board.
7. Organise Audio Video camps and Sanitation Film show at different prominent places.
8. Organize Sanitation fair at prominent places in districts.
9. Printing of Poster/ Calendar and other IEC material.
10. Organize Workshops of elected members.
11. Organize "Sanitation Rath" at different prominent places.
12. Wall writing at prominent public places such as Gram Panchayt Bhawan, primary school, Aanganwadi centre and primary health centre of a Gram Panchayt on issues related to sanitation.
13. Organising Street play (Alha, Folk Shows etc.) and cultural activities at prominent places.
14. Community Led Total Sanitation activities/ training on sanitation and hygiene issues.



Note: These activities shall be organized in the presence of Local Leader and/or Field level Govt. employee.

4. Payment Norms:

Payment to agencies against their services will be made on the basis of rates approved under the respective Central/State sponsored schemes. Department may further break-up these rates into various heads and final payment to the agencies will be made only for those services, which have been actually rendered by them.

In case agencies seek tax exemption under 12A or 80G they must specifically mention in the technical proposal and enclose relevant certificates issued by competent authority.

5. Steps and Timeline for empanelment of Agencies :

Following steps will be followed by Directorate Panchaytiraj, Department of Panchaytiraj, GoUP for empanelment of Service provider Agencies.

Step	Details	Indicative time line
Step 1	Time provided to interested agencies for submitting proposals to the office from the date of advertisement in new paper(s).	15 days
Step 2	Preliminary screening and short listing of agencies based on the mandatory qualification and technical evaluation of proposals as mentioned under point number 7 of this concept note.	7 days
Step 3	Interview/ presentation by agencies shortlisted under Step 2 above.	3 days
Step 4	Based on Step 3 above, final selection/ empanelment of Agency/ Agencies and allocation of districts.	2 days
Step 5	Submission of detailed action plan in the prescribed format by Agencies for the district/s allocated to them.	3 days
Step 6	Approval of action plan submitted and signing of State Support Agreement with empanelled agency.	3 days
Step 7	Issuance of work order by WSSO, DoPRD-GoUP	3 days
Total duration from advertisement to signing of contract		36 days

Note:

1. Panchaytiraj Directorate, Department of Panchaytiraj, and Government of Uttar Pradesh reserves the right to disqualify/ reject proposal submitted by any agency and/or cancel/disqualify empanelment of agencies at any point of time, without explaining the reason.



2. Please also note that, if institution fails to submit detailed action plan in prescribed format as stipulated in step 5 above and/ or the incomplete/ poor quality plan is submitted by agency, Panchaytiraj Directorate, DoPRD-GoUP reserves its right to disqualify/ cancel the empanelment of Agency.

6. Evaluation of proposals

The proposal submitted by agency and their suitability for the proposed task shall be evaluated in following two steps.

a. Mandatory Experience and skills and technical evaluation of proposal

The proposals submitted by agencies in response to the advertisement will be evaluated on following evaluation criteria:-

A. Mandatory Qualifications		
S. No.	Particulars	Supporting documents to be enclosed with proposal
1	Agency should be registered at least five years prior to the date of advertisement	<ul style="list-style-type: none">Registration/ renewal certificate of relevant act under which agency is registered.
2	Agency must have proven experience of at least four years in rural drinking water and sanitation/ Gram Panchayt strengthening/ rural area based large scale event management in the State of Uttar Pradesh.	<ul style="list-style-type: none">Copy of work orders of assignments.
3	Total annual turnover of the agency in previous three financial years i.e. in 2011-12, 2012-13 and 2013-14 shall not be less than INR 600.00 Lakhs.	<ul style="list-style-type: none">Audited Statement of accounts for last 3 years with auditor's report (10 B or 3 CA/CB, whichever is applicable) duly certified in original by registered Chartered Accountant.
4	Income tax return for previous three financial years i.e. 2011-12, 2012-13 and 2013-14	<ul style="list-style-type: none">ITR Certificate
5	A Bank Guarantee / Demand Draft /FD/ NSC for an amount of INR 5.00 lakh has to be enclosed with proposal in a separate envelope.	<ul style="list-style-type: none">Only FDRs made with nationalized or schedule commercial banks will be considered.In case these are not enclosed proposal will be disqualified from further evaluation process.

Important Note:- The interested agencies must enclose documentary evidences as mentioned along with proposal to establish above mentioned mandatory qualifications, failing which the agencies proposal will not be included in the technical evaluation process.



B. Criteria for technical evaluation of proposals		
Sl.No.	Evaluation Criteria	Maximum Score
1	Working experience, expertise and understanding of the agency to perform the task/assignment. Marks will be given on the basis of the value of the project implemented by the agency More than 25 Cr. = 25 20 to 25 Cr. = 21 10 to 20 Cr. = 18 06 to 09 Cr. = 15	25
2	Evidences of similar assignments completed elsewhere by the agency. Those having previous similar experience with GoUP will be given preference.	30
3	Availability of trained and experienced human resource, IEC infrastructure & logistic support.	25
4	Previous experience of working directly with DoPRD-GoUP in the state.	20
	Total Score	100
<i>Agencies are requested to support information provided in the technical proposal with sufficient documentary evidences such as copy of work orders, agreement etc.</i>		

The evaluation committee appointed by the Director, Panchaytiraj, DoPRD-GoUP shall evaluate the proposals on the basis of their responsiveness to the concept note and information provided by agency in the prescribed format enclosed in Section-2. Please note that proposal shall be reviewed on the basis of evaluation criteria specified above.

The cut off score at this stage would be 70 out of 100 and agencies obtaining a score of 70 or above will qualify for next stage of evaluation i.e. presentation by agency.

b. Presentation by preliminary shortlisted agency

The institutions shortlisted under the process above will be invited to make power point presentation before evaluation committee to have an overall assessment of the competency of agency to perform the task. The evaluation committee appointed by the Director, Panchaytiraj, DoPRD-GoUP as a whole shall evaluate the competency of the agency during presentation/ discussion against the maximum score as mentioned against the each evaluation criterion in the following table.



S. No.	Evaluation Criteria	Maximum Score
1.	Strategy proposed by agency for various activities in a time bound manner with quality assurance.	30
2.	Overall assessment of the agency.	20
Total Score		50

The evaluation committee shall evaluate the competency of the agency during presentation/ discussion on a maximum score of 50.

8. Final Recommendation for empanelment as AGENCIES

The score attained by agency under point number 7.a &b will be added together and agencies attaining a cumulative score of 100 or above out of total score of 150 shall be recommended by evaluation committee for final empanelment as Agencies.

9. Information to Organisation on General Conditions

- Proposal will be accepted only in the standard format enclosed with the concept note. Material deficiencies in providing the information requested may result in rejection of the proposal.
- In case last date for submission of proposal falls as weekend (Saturday/Sunday) or Gazetted Government holiday, the last date for submission of proposal shall be next working day till the originally mentioned time.
- The proposal submitted by agency in the prescribed format shall be the basis for determining the mandatory qualification.
- The agency must enclose appropriate document, as deemed fit as evidence of the information provided in proposal.
- The costs towards preparing and submitting proposal and presentation later on by preliminary shortlisted agencies will be borne by agency them self.
- Panchaytiraj Directorate, Department of Panchaytiraj- GoUP is not bound to accept any or one of the proposals submitted.
- Organisation may request clarification, if any latest by seven days before the proposal submission date. Any such request shall be addressed to Director, Panchaytiraj, 6th Floor, Jawahar Bhawan, Hazratganj, Lucknow-226 001, Ph: +91-522-228646, e-mail: panchraj@nic.in
- At any time before the last date for submission of proposal, Director Panchaytiraj DoPRD-GoUP may, for any reason, whether at its own initiative or in response to a



clarification requested by an agency, amend the advertisement. Any amendment will be issued in writing through agenda. Depending upon, the type of agenda, the WSSO, DoRD-GoUP may at its discretion extend the deadline for the submission of proposals.

- The proposal shall be prepared in indelible ink. It shall contain no overwriting, except as necessary to correct errors made by the agency itself. Any such corrections must be initialled by the persons or person who sign(s) the proposals.
- An authorized representative of the agency shall initial all pages, including annexure of the proposal.
- The proposal along with supporting documents shall be placed in a sealed envelope clearly marked as "Proposal for organizing various activities in the Districts of Uttar Pradesh under Swachh Bharat Mission"
- Hard Copies of the proposal along with supporting documents must reach at the address given below on or before the last date and time. Any proposal received after the closing date/ time will not be accepted.
- Please note that **only hard copies** of the proposal along with supporting documents would be accepted.

10. Submission of Proposal

Based on the information provided above, the interested agencies are advised to submit hard copies of proposal latest by 25th February, 2015 at following address by 3:00 PM. Please note that the proposal will be accepted in the prescribed format only.

Please send your proposal to:

Director,
Panchaytiraj Directorate,
6th Floor,
Jawahar Bhavan, Hazratganj
Lucknow- 226 001,
Uttar Pradesh.



SECTION - 02

FORMAT FOR SUBMISSION OF PROPOSAL



APPLICATION

Agency's Name and Address:

Person to be contacted:

Designation:

Telephone No.:

Mobile Number:

Fax:

Email I.D.:

To,

Director,
Panchaytiraj Directorate,
6th Floor,
Jawahar Bhavan,
Hazratganj,
Lucknow- 226 001,
Uttar Pradesh.

Subject: Proposal for empanelment of agency.

Dear Sir,

1. We, the undersigned applicant, have read and examined in detail your solicitation of Proposal for the purpose of empanelment of our Proprietary Firm/Institute/Company/Partnership/NGO as agency for organizing various activities in the Districts of Uttar Pradesh under Panchaytiraj Directorate in the state of Uttar Pradesh.
2. **Structured Questionnaire:** We are submitting the Credentials/Information as stipulated in your aforesaid solicitation of PROPOSAL in ***Schedule-1***. In case you require any further information in this regard, we agree to furnish the same.
3. **Supporting documents:** We have enclosed documents supporting compliance and in support of the information provided in the Structured Questionnaire.
4. **Authorization:** We hereby submit that, we are authorized/ have been authorized on behalf of our agency to sign and submit this application.
5. Dated this.....day of2014.

Thanking you, we remain

Yours faithfully,

Date :

Place :

(Signature with official stamp)



Schedule-1

STRUCTURED QUESTIONNAIRE FOR EMPANELMENT OF AGENCY.

Dear Sir,

In support of our proposal, we furnish herewith Structured Questionnaire along with other information as follows;

Section A: General Particulars of Agency

Particulars	Details
Name of the agency	
Registered Address (with pin code)	
Phone No.	
Fax No.	
E-mail ID	
Name of Contact person for this Proposal	
Phone No. of the contact person for this Proposal	
E-mail Id of the contact person for this Proposal	
Other key persons of agency with complete contact details	
Branch offices in Uttar Pradesh with complete address (if any)	
Other Offices in India (if any)	

Section B: Particulars of Agency

Particulars	Details
Date of agency's establishment	
Registration Number	
Registration Authority/ Act	
Validity of Registration	
Date of Renewal of Registration	



Empanelment with other Govt. Departments/ Govt. undertakings	
Type of Agency (Proprietary Firm/ Institute/ Company/ Partnership/NGO)	
Service Tax Registration No. & Validity (if applicable)	
PAN No.	
TAN No.	
Whether agency is exempted to pay tax, if yes under which act/provision and validity of exemption	

Section C: Human Resource (In number)

A	On the basis of hierarchy	
	Senior Level	
	Support Staff	
	Total	
B	On the basis of type of engagement	
	Full Time	
	Part Time	
	Total	
C	On the basis of qualification	
	Post Graduate and Above	
	Graduate	
	Other	
	Total	

Section D: Details of Professional Staff and Trainers available with Agency*

Name of staff member	Age	Years of Experience	Qualifica tion	Number of years associated with the agency	Brief nature of work done(assignment where the staff has worked with year)

* Excluding the Office Support Staff Viz.- Clerk, Accountant, Steno, Computer Operator, class-IV etc.

Section E: Financial Particular of the Agency (Amount in Rs.)

Financial Year	Turnover** from Professional Services	Turnover from other Activities	Total Turnover
2011-12			
2012-13			
2013-14			

** "Turnover" would mean the professional fees earned during the financial year.

Section F: Relevant assignments- Last four years*** (Such as Awareness Campaign, Rural area based event management etc.)

Name of assignment /Project	Nature of Assignment	Funding agency (Central/State Govt. scheme/project, Public Sector undertaking, etc)	Duration of the assignment		Value of the assignment (in both term)		Brief description with current status
			From	To	Physical	Financial	

*** Please also attach self attested copies of the letter /Work Order/Agreement etc for the above assignment.

Section G: Based on the information provided in Section 1, please justify agencies suitability for the proposed assignment. (Maximum 500 words)

[illegible]



Section H: IEC related infrastructure availability

Please provide details of infrastructure owned by agency in following table.			
S No.	Particulars	Number	Approx value (In Rs. Lakh)
1			
2			
3			
4			
5			
6			

I (please include your name) hereby declare that, I'm authorized to sign this document on behalf of my organization and above information provided by me, in response to proposal invited by Directorate of Panchaytiraj, Government of Uttar Pradesh, is true and correct to the best of my knowledge and belief. I understand that in case any information provided above is found to be false or concealed during and/or after the empanelment process the Department will omit organization's name from the list of empanelled agencies and may also impose penalty as deemed fit.

Yours faithfully,

(Signature with official stamp)

Date:

Place:



Schedule-2

Declaration

Date:.....

To,

Director,
Panchaytiraj Directorate,
6th Floor,
Jawahar Bhavan,
Hazratganj,
Lucknow- 226 001,
Uttar Pradesh.

We hereby confirm that:

"Our Firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our Firms/ Agency/ Institute/ Company or partners."

In case of any further changes which affect this declaration at a later date; we would inform the project appropriately.

Sincerely Yours,

Authorized Signatory
(with seal)



Name of Districts Where Agency is Interested to work

S. No.	Name of the District

List of documents annexed with Section-2

S. No.	Details of annexure	Page number